

Smart Content

Why You Should Invest
in **Smart Content**
Instead of Just
More Content



Purplepatch.

Recent studies show that



93%

B2Bs



77%

B2Cs



94%

Small Businesses

all use content marketing to sell, promote,
and engage with prospective customers

Every Minute...



Facebook users share nearly
2.5 million pieces of content



Twitter users **tweet nearly 300,000 times**



Instagram users post nearly **220,000 new photos**



YouTube users upload **72 hours of new video**



Apple users download nearly **50,000 apps**



Email users send over **200 million messages**



Amazon generates over **\$80,000 in online sales**

Source: ACI

As a result, today's consumers are suffering from content shock.

Content Shock

The emerging marketing epoch defined when exponentially increasing volumes of content intersect our limited human capacity to consume it.



**The key is to produce not more content,
but smart content.**

Smart content

Content that has a higher potential for reaching
and being consumed by target buyers

In order to produce smart content, today's marketers need to understand current content consumption patterns...

Today's content consumption falls under the **three following patterns:**



Snacking

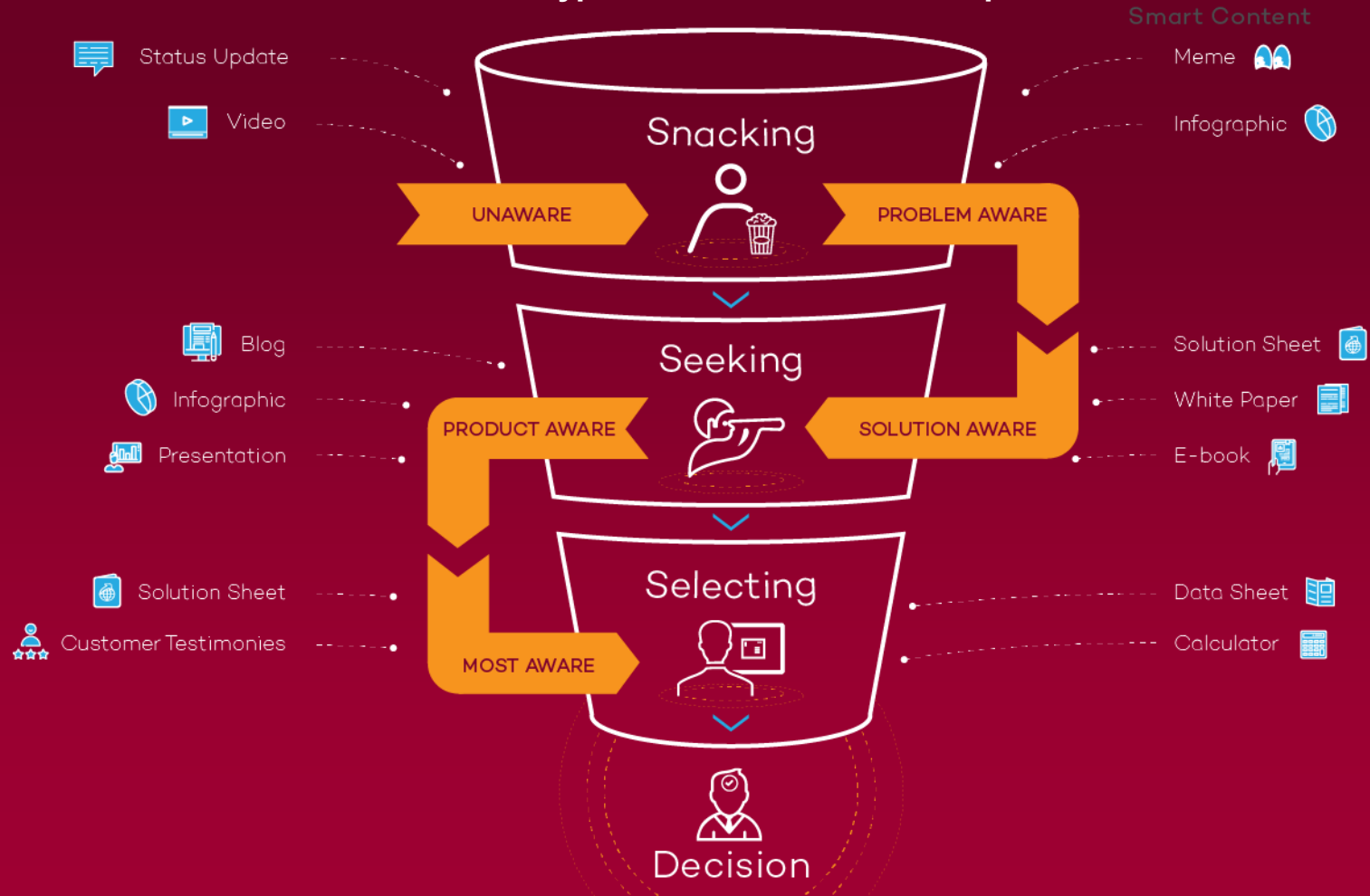



Seeking



Selecting

...and the content types that fit these content patterns.





**It's important
to realize that
you cannot stop
making content.**

B2B marketers must have a strategy in place if they are to remain relevant in today's content-saturated marketplace.

To learn more about developing a smart content strategy – and how to execute a smart content plan – download Purplepatch's free ebook at [here](#)

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About Us

Since 2004, we've been doing only one thing: helping create stories and telling them well. Purplepatch Services works with technology product and services firms to create compelling stories that help them convince their audiences. Right from conceptualizing it to actually telling it to the listening market place.

We take pride in delivering informed creativity that helps our customers truly achieve growth by being relevant, sensitive, and inspirational to their markets.

Our customers are able to move from talking “geek” to presenting “understandable big pictures” to their buyers. And the rest, as they say, is really simple.